**From the Sufficiency Economy Philosophy to Sustainable Development Goals March 8, 2019**

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**Guest 1:** Khun Dej Poomkacha - Developer and community development volunteer from Samut Songkhram Province.

**Guest 2:** Khun Jaturong Pollaboon – Actor who turned to sustainable agriculture. He is from Ratchaburi Province

**Guest 3:** Khun Kanaporn Thanuthamcharoen - Young smart farmer. He is from Fang District of Chiang Mai Province.

**MC:** Khun Chanokwanun Rakcheep - Actor who turned to organic rice farming She is from Suphan Buri Province.

**MC:** Sawasdee ka. Welcome to this week’s Sustainable Development from Royal Philosophy Program. Standing right next to me are today’s special guests. All of us will be waiting to greet the Prime Minister.

**MC:** Sawasdee ka, Mr. Prime Minister General Prayut Chan-o-cha.

**PM:** Sawasdee Krub.

**MC:** I will be co-hosting this week’s program, Sustainable Development from Royal Philosophy. Today, we have three special guests who are considered as wisemen of their provinces. Please allow me to introduce them to you. In which order would you like to be introduced?

**Guest 1:** Our ages, please.

**MC:** The first person is Uncle Dej, Dej Poomkacha, a farmer who has successfully adopted the Royal Sufficiency Economy Philosophy. He said he was lucky to be introduced to the Royal Philosophy and having been able to volunteer for his community for almost 50 years. He is now 74 years old, but looks much younger than his age.

**MC:** The second oldest here is Khun Jaturong Pollaboon.

**Guest 2:** Please call me Uncle Rong.

**MC:** Also known as Uncle Rong Photaram.

**Guest 2:** Sawasdee Krub.

**MC:** Apart from his acting career, Uncle Rong, a well-known comedian in Thailand, has another career in Photaram too.

**Guest 2:** I came back to my hometown to raise pigs, ducks, chickens, fish, frogs. I raise them all in line with the Royal Philosophy, allowing my family members to earn their livelihoods.

**MC:** Our third guest is Khun Oom Hoom or Khun Kanaporn Thanuthamcharoen, a young and smart farmer who has successfully adopted the Royal Sufficiency Economy Philosophy. Khun Kanaporn came from Fang District of Chiang Mai Province. Each of them didn’t come to the show empty handed. Please tell us what you brought to the show, starting with Uncle Dej.

**Guest 1:** I have sugar made of natural plants, no chemicals added. It is 100% natural. I also brought bananas and organic pomelos. All of these items are wrapped in coconut leaves. These coconut leaves can be turned into small pins. These products came from my farm in Amphawa District. My ancestors started the farm. It has been around for 150 years. I inherited the farm. My family and I make our living there. We don’t have a lot of money but we are happy.

**Guest 2:** As for my farm, I have chickens and ducks. They lay eggs for us. And I brought them here today for you, Mr. Prime Minister.

**MC:** Actually, his farm has many products. Eggs are among them. He raises many kinds of animals.

**Guest2:** Pigs, mushrooms, ducks, chickens, fish, and frogs.

**PM:** Pigs, mushrooms, ducks, chickens, fish, and frogs. You raise them all, land and water animals.

**Guest2:** We have all kinds of plants including Thai basil and corn.

**PM:** Is this mixed agriculture?

**Guest2:** Everyone has a job. There are more than 20 of us – children, grandchildren, great grandchildren, and parents. They all make their living here.

**PM:** What a warm and lovely family.

**Guest2:** Parents do not have to wait until New Year or Songkran to see their kids.

**MC:** Our youngest here is Khun Oom Hoom. He was known as Oom until he had a farm in Fang District. The green growth of that farm gave him the name Oom Hoom.

**Guest3:** My products are black peppers and organic brown rice. The rice is the first Fang District’s OTOP product. We are also growing new crops such as red mung beans and coffee. We roast the coffee beans ourselves.

**MC:** These are the peppers from the OTOP program.

**Guest3:** We grew these peppers organically. We adopted sustainable agriculture, a mixture of agroforestry farming and the new agricultural theory in accordance with the Royal Philosophy. This way, we are able to live sustainably.

**PM:** All products are, in fact, being made, sold, and consumed.

**PM:** Please allow me to give you some background information. All these ideas actually derived from the Sufficiency Economy Philosophy of His Majesty King Rama IX, right? The principle was first introduced on 18 July 1974 at Kasetsart University to the students. After that, the principle was used and applied in many ways. Of course, this current administration continues to push forward with this principle along with other areas of development.

**PM:** I am going to continue with this topic, but first we have to understand the concept, not just memorize it. We have to comprehend the concept of “3 rings and 2 conditions” of the Royal Sufficiency Economy Principle. The three rings are sufficiency, reasonableness, and immunity. The two conditions are knowledge and virtue. These elements are vital parts of the Royal Philosophy. Not just for agriculture, the principle can be applied to all i.e everyday life, career, and investment. The Government can also apply this principle on other activities such as projects, budget allocation, and investment plans etc. We have to do this and it must be done though (appropriate) mechanisms.

**PM:** I think our agricultural practice has been passed down from generation to generation, from the older generation (grandparents, uncle, aunt) who are now have many experiences to today’s farmers and the young generation. 3 generations. The Royal Sufficiency Economy Philosophy has been developed and introduced in Thailand for a long time.

**PM:** Today, the Royal Philosophy is recognized around the world. As the (previous) chairman of the G77 Group, I presented the Royal Philosophy to G77 countries. So far, a total of 30 nations have already adopted this principle. When I was the Chief of the Army, I asked all units to adopt this philosophy, even when I sent armed forces to join international operations such as the mission in Sudan etc. All personnel must have a good understanding of the philosophy so that they can show others how to grow crops and raise animals. They all thank Thailand and praised our monarchy. This is what they have said to me. This is what I want you to realize.

**PM:** When other nations uphold this, why don’t we? Her Majesty Queen Sirikit once said “If the King is water, I’m a forest, a forest that is loyal to the water.” This is the concept we adhere to. This is how the Sufficiency Economy Philosophy came into existence.

**PM:** Another concept given by the monarchy is the “understand, reach out, and develop” strategy, meaning you have to understand people and the areas including challenges so that you can analyze the issue and decide on what to do next. This is His Majesty King Rama IX development approach. His Majesty the King once said that the Monarchy has done many things. We then must follow up, preserve, and continue all of the initiatives. Continuation is the most important thing - from me to you and so on.

**MC:** Our three guests have questions in relation to the Royal Sufficiency Economy Principle that they are applying. Let’s start with Khun Oom.

**Guest3:** I have joined the young smart farmer program of Chiang Mai Province, a government supported project. I would like to know if there are long-term projects that will help increase networks for farmers.

**PM:** Today, we have seen an increasing number of young smart farmers. We support the building of networks as well as long-term educational plans for agriculture including

1) the technology village centers, and 2) 882 agricultural productivity enhancement learning centers with more than 10,000 networks spreading across Thailand. it is a pity that some farmers don’t care for training or classes.

**PM:** I’ve spoken to many farmers, asking them to switch their methods. They were afraid of changes. I can see that you are not afraid of changes and improvements. I am glad to see you joined a young smart farmer program. Not just experience, but technology and weather conditions are changing. Most farmers cannot invest because they do not have enough capital. This is why we have to assist them while at the same time create a balance between supply and demand.

**PM:** Infrastructure is another thing. Logistics, communication, information technology, and Pracharat internet must be in placed. Apart from traditional trading, online trading is another trading platform. This is the current situation. Many people said they cannot sell their products and question the Government when in fact the government tries to help them through many channels either Pracharat internet or thaitrade.com of the Commerce Ministry. All are welcome. If you are small, sell it through thaitrade.com. When you have quality product(s), you can sell your product(s) on Alibaba and Amazon.

**PM:** Many people are still confused about the Agri-Map. They don’t know how to best use it. If agriculture activity cannot yield good results in the area, but how such area may still be classified as agriculture area. We must find the right activities. Also, we are looking at concerned legislation. We must use several approaches to solve problems. I hope you have a clearer picture.

**PM:** Other policies covers new farmers, finance, and community financial institution. Another new legislation is about BCG economy. Biocircula green economy is about utilizing farm materials to create more value such as sugarcane leaves and pest plants for organic fertilizer production. There are many studies. Today, this is SEP for SDG.

**PM:** With regard to His Majesty King Rama IX’s Sufficiency Economy Philosophy to address 17 Sustainable Development Goals. We, as a member, must answer all their questions. Most of these questions have already been answers, thanks to the mobilization of the Royal Sufficiency Economy Philosophy.

**PM:** Today, what does the global economy pay attention to? They look at sustainable development. They’ve recently announced it. However, this concept was introduced in Thailand since 1974. Therefore, it is up to us whether we would choose to implement this concept or not.

**Guest 2:** Mr. Prime Minister, I was wondering if you could share with us your long term plans that could help invite the general public to apply the Royal Sufficiency Economy Philosophy (to their life) to bring happiness to their family members.

**PM**: Self-determination is the most important thing. It is up to us to choose whether we want to be happier or not. How can we have no debt? If we only choose to walk on an easy path without making any changes, nothing is going to happen. You have to take your own first step. This is self-improvement. This is how it should be. The same thing goes for public administration.

**PM**: Therefore, all ministries and agencies must apply the aforesaid principle. Furthermore, there must be programs that meet the needs of the people. For example, funds, programs for entrepreneurship, innovation, and education. In addition, household and agricultural debts are the issues that only this Government has addressed. We have managed to solve informal debt problem through debt negotiation and mediation programs as well as sale with the right of redemption under the repurchase agreement laws. We talked with creditors and warn them when their action is illegal.

**PM:** 3. Community forests. There are new policies such as economic forests, and food banks by Her Majesty Queen Sirikit. There are now 58 types of valuable wood. Don’t forget to plant these trees in your premises each year. You can register your tree(s). Officials will come and measure your tree(s). If you don’t want to cut them, you can have them valued for loan collateral because the tree is considered as an asset. These examples are ways and means to create resilience and promote learning habits as well as encourage people to change their behavior.

**MC:** Creating long-term happiness in communities that Mr Jaturon asked can be built on shared knowledge and cooperation from various concern parties. This way, people would be able to choose things that are right for them.

**PM**: We must raise awareness.

**MC:** I believe uncle Dej has a question as well.

**Guest 1:** As right now the world is focusing on our country and the Royal Sufficiency Economy Philosophy, what are the Government measures to make the Sufficiency Economy Philosophy benefit small people, our nation, and the world in the future?

**PM:** What you have just said is very important. No matter how good our policies are, no matter how good our civil servants are, if it lacks fast and sustainable implementation methods that takes into consideration all stakeholders, it won’t matter. After I’ve announced a policy, implementation must be made. We need to have a common goal. “You get what you pay for.” If you don’t dedicate yourself and make sacrifices or changes, there will be no progress.

**Guest 4:** Khun Tuk, what is your inspiration? Being an actor is like a short distance sprinting where you can see results quickly. However, sustainable agriculture is like a marathon. That’s why I would like know what made you change your mind; perhaps it could help inspire other people too.

**MC:** Actually, there are many factors including the upbringing. I believe that uncle Rong might want his children to follow him. Personally, I believe that we don’t do things only for our children. This is like how Oom wants to work and be happy at the same time. There’s no use if being an actor means that therapy will be needed later on in life. We can work and be happy at the same time. Being a long term sustainable farmer means we have what we need. We might not be able to sell some of our produces but we can still eat them. We are able to survive in this changing world. During times of flooding, at least we have something to eat.

**PM:** If you want me to conclude here, this person is resilient in her own life. She is doing other things apart from farming. She has to raise her children as well as doing her occupation. She saved some money to build her farm for the future. She creates immunity for her descendants as we never know what the tide might bring in tomorrow. In the future, the children might return back to nature and help their mother. Society will be safer and families will be warmer.

**MC:** There’s a child that has walked up. This is my son. Please sawasdee everyone. Is there anything you’d like to ask Mr. Prime Minister?

**Guest 5:** The government's policies regarding agriculture has made many young people, including myself, want return to agriculture. In this connection, I would like to ask Oom that if I want to farm in a sustainable fashion, where do I begin and How can I get myself ready.

**MC:** You don’t know anything at all right?

**Guest 5:** No.

**MC:** You’re a city person

**PM:** you like nature?

**Guest 3:** First of all, you must know two things. You must know yourself. You must know what your personality is and what you like to eat so that you’ll know what to grow. You must also know the earth elements around you. Where will you keep your water and the volume of rainfall in your area.

**Guest 3:** The second thing you need to know is the context of the community and what do they eat so that you can sell your produces to them. What is their culture? What is it like at the provincial and national levels? So you must know yourself and others around you. You can begin with doing your own research while getting yourself ready.

**PM**: To summarize these points easily, this is Sufficiency Economy Philosophy. You must understand yourself whether you are truly committed or not. If it is only a temporary obsession, you might fail because of lack of preparation. Therefore, it is true that research and planning must be done first. We should avoid acting on impulse and taking unnecessary loans. This is because we might not be able to generate enough income to repay our debts.

**PM**: We must start at a small scale. Some retired people decided start their own farm. They used their retirement funds and invested all into their project. It turned out that many of them have gone bankrupt because they were not ready. They were civil servants their entire lives and did not do any studies. They did not learn with experience the way you did. They should have learned from the community wise men as well as the new generation.

**PM:** Social media and websites are worth visiting to see how things are done in your area. What plants are being grown? Agri map provides information on crop suitability. You can choose what you would like to grow either rice or other plants. Whatever left from your own consumption, you can give them to people around you. Whatever left from giving to people around you, you can sell them to the market. This is what His Majesty King Rama IX told us.

**Guest 1:** It will not be possible that all 67 million people in the country conduct agriculture. We must play our own roles. However, everyone must understand what constitutes moderation and contentment. If we understand what enough is, even though you are a civil servant you can help out by visiting farmers and buy their produces. This is agricultural activity. You do not need to be a farmer yourself. This is, in marketing term, chain of communication or chain of supply.

**Guest 1:** Most importantly, we must understand how the process of refining our lives is. It is a process of moving forward as the Prime Minister has just mentioned as well as knowing what you want out of life. Today, I am old. I must see the value it. Young people will not believe in what you’ve said but they will believe in what you do. So instead, teach by showing.

**Guest 1:** Teach and be who you are in your own capacity. Try to understand that this is an agricultural country filled with wisdoms and arts. His Majesty King Rama IX had taught us. We therefore should understand them and take them to our heart. You will see your value and meaning when you are getting old.

**MC:** I believe that the today’s show should answer many questions popped up in our mind such as why we are not rich. I believe that the story of the Royal Sufficiency Economy Philosophy we have learned today as well as the Government policies given by Mr. Prime Minister will give us fruits for thought for days. We may realize that we have enough and won't need to think about whether we are rich or not anymore. Sufficiency economy is something that we can use throughout our entire lives.

**MC:** Today we must thank Prime Minister General Prayut Chan-o-cha and our wise development philosopher, uncle Dej Pumcacha, our sufficiency economy farmer, uncle Rong Photaram, new generation farmer Umhum, young smart farmer Khanatorn Thanuthamcharoen. The King’s Philosophy for Sustainable Development show will come back again next Friday. Until next time, sawasdee ka.